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59th Year 1990
Big Three and Fourth Line Up for Fall

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Vol. 118 No. 23

27/ The Bush-Gorbachev summit

Some 6,000 journalists and technicians from

around world record meeting of President Bush and Soviet President Mikhail Gorbachev in Washington.

30/ Networks take chances for fall

Three networks and Fox appear ready to take risks in their respective fall prime time schedules.

33/ GI's DigiCipher could rewrite the rules in high definition

Last minute entry of digital system could revolutionize both HDTV and all TV transmission.

35/ Tartikoff and the art of prime time programing

NBC Entertainment President Brandon Tartikoff, in interview with BROADCASTING's Steve Coe, talks about network's search for programs that are "daring and different, yet also compel viewers to watch."

44/ FIFTH ESTATE FINANCING

Included in this Business Special Report is BROADCASTING's ranking of industry in its "Top-100" Electronic Communications Index and look at some of more active sectors in media finance.

55/ COMPLETING THE PICTURE

CBS and Fox unveil their respective prime time schedules for 1990-91.

58/ BPME/BDA COURTS EUROPEANS

Thirty-fifth annual Broadcast Promotion and Marketing Executives and Broadcast Designers Association conference begins in Las Vegas June 10. Group doubles number of sessions there and looks to form ties with international community.

62/ DAB: RADIO'S HDTV?

U.S. may be ahead of Europe in getting digital audio broadcasting system, which some say will shake up radio as HDTV has television. Two consortiums are moving ahead with DAB in U.S.

67/ ABC OFFERS NEW GUIDE TO GUARANTEES

ABC's proposal to use PUT data to determine delivery of makegoods has media buyers upset.

70/ RADIO STATION MARKETPLACE

Radio group owners surveyed by BROADCASTING say radio's inherent strengths will keep them solvent and continue to make them money.

71/ FAKED CALLS

Westwood One's NBC Radio News admits that several calls to first segment of its *First Light* program were planted by network personnel.

72/ THREAT TO STATION SALES

Leftover PCB's, storage tanks and ground water contamination are leading to strict scrutiny by buyers and sellers of, and potential lenders for, broadcast properties.

77/ MMDS FOOTHOLDS

Group broadcaster and cable MSO Multimedia launches wireless cable operation in Oklahoma City, with plans for MMDS operation in Wichita, Kan., also.

95/ THE ACCIDENTAL PRODUCER

Al Vecchione, president of MacNeil/Lehrer Productions (producer of, among other programs, *The MacNeil/Lehrer NewsHour*), says he got into TV business via "happy accident"—one that spawned 40-year career.

DEPARTMENTS

Advertisers Index	94
At Large	35
By the Numbers	14
Changing Hands	73
Closed Circuit	8
Datebook	19
Editorials	98
Fates & Fortunes	91
Fifth Estater	95
For the Record	79
In Brief	96
In Sync	66
Masthead	22
The Media	77
Monday Memo	24
On Radio	70
Programing	55
Riding Gain	75
Satellite Footprints	60
Special Report	44
Stock Index	15
Syndication Marketplace	58
Technology	62

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